

**IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE**

PATENT APPLICATION

RECEIVED
CENTRAL FAX CENTER

JUL 21 2005

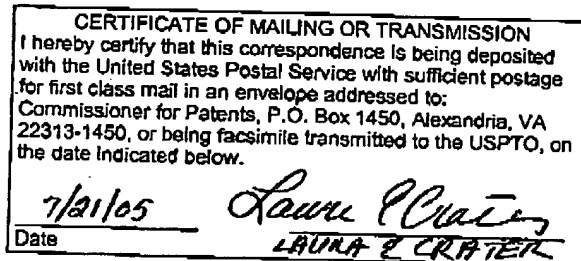
Applicant(s): **Donald F. Gordon et al.**

Case: **DIVA/308** Group Art Unit: **3623**

Serial No.: **09/737,841** Filed: **December 14, 2000**

Examiner: **Jeanty, Romain**

Title: **METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM**



MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

RESPONSE TO ADVISORY ACTION

This is in response to the Advisory Office Action mailed July 6, 2005.

The Commissioner is authorized to charge any fees due, including additional
claim fees and extension of time fees, required to make this filing timely and complete
to Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.